

# Exhibit C

(Part 1 of 2)

# Copywriting Faux & Tell

## QUARTER 1 2019

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# Copywriting Faux & Tell

Week of 12-24-2018

A weekly recap of TRR published and returned  
counterfeits

# Ready-To-Wear

# Balenciaga 2018 Contrast-Collar Combo Shirt



**TRR FAKE**



**TRR FAKE**



**TRR FAKE**

**BALENCIAGA**

ontrast-collar sweatshirt detail shirt

~~935~~ Now **£561** Save 40%

QUANTITY:

SIZE:

SELECT SIZE

34 FR - Sold out	
36 FR - Sold out	
38 FR - Sold out	
40 FR - Sold out	
42 FR - Low in stock	
44 FR - Sold out	

Add sold out items to your wishlist and we'll email you if more stock becomes available.

**SHOP THE LOOK**

## DESCRIPTION

Balenciaga's SS18 collection sees a heightened dose of Demna Gvasalia's subversive codes, with layered pieces such as this shirt and sweater pairing. Debuted on the Paris runway, the red, white and blue striped underlayer is crafted from cotton to an oversized fit, while the bright yellow outer is draped at the back with sleeves knotted at the front. Team it with tailored trousers and statement accessories for off-beat impact.

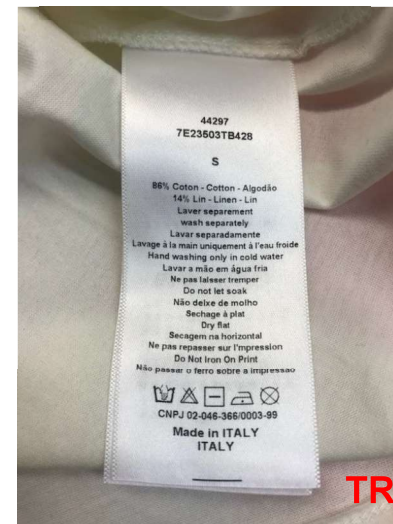
Shown here with [Balenciaga Tartan high-rise trousers](#), Balenciaga Ville Top Handle S bag and [Balenciaga Knife pumps](#).

Product number: **1903984**

- Incorrect colors used on embroidery, striped shirt & sweatshirt. Colors appear too dull & too bright.
- Incorrect size listed. Should use Italian sizing.
- Incorrect size tag placement

## Christian Dior J'Adior T-Shirt

- Fabrication tag too long & not aligned
- Incorrect shape of "8"
- Shape of bee is too blurry



## Dior Homme Utility Jacket



Hedi Slimane for SS 2006



TRR FAKE



TRR FAKE



TRR FAKE

- Unbranded zippers (Dior was using lampo zippers at this time),
- Size tag placement, stitching & color incorrect
- Unbranded snap hardware



TRR FAKE



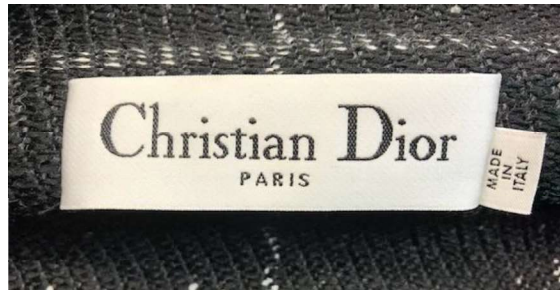
# Christian Dior Wool Coat



- Fonts too thin especially at style code.
- Incorrect format on second page
- Missing 'Franca' under Made in France



# Christian Dior Wool Checkered Shirt



TRR FAKE



TRR FAKE



TRR FAKE

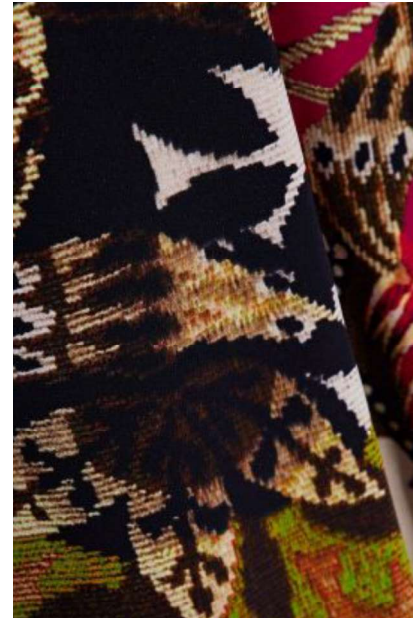
- Unbranded snap closure (Dior would engrave the snap's with "Christian Dior" as this is a recent piece),-
- Fabrication tags do not align properly & are are two different lengths
- Fabrication tags are too shiny & fonts are too bold & overly spaced.



TRR FAKE



## Roberto Cavalli Dress



TRR FAKE

TRR FAKE

- Off brand sizing tag found at slip.
- Brand tag colors and textures are incorrect.
- Very poor construction.





TRR FAKE



## Prada Sport Logo T-Shirt

TRR FAKE



TRR FAKE



- Incorrect font at brand tags (letters are not spaced far enough apart)
- Over-branding on front of T-Shirt is not the brand's aesthetic.

TRR FAKE



# Shoes & Accessories

## Fendi Strap You Mini Strap



**TRR FAKE**



**TRR FAKE**

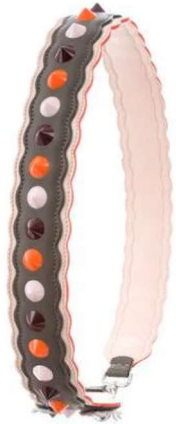


**TRR FAKE**



- incorrect font, size and quality of foil stamp
- poor quality hardware, leather, materials and finishing
- no country of origin present

## Fendi Strap You Eyes Floral Strap



**TRR FAKE**



**TRR FAKE**



**TRR FAKE**



**TRR FAKE**



**TRR FAKE**



- incorrect font and size of foil stamp
- poor quality hardware, leather, materials and finishing
- stitching placement is incorrect at fastener

## Gucci Princetown Velvet Mules



**TRR FAKE**



**TRR FAKE**



**TRR FAKE**



**TRR FAKE**



-Improper placement of crystal embellishments on upper

-Incorrect brand and country of origin font, poor construction on shoe sole, inconsistent heel design

-Inconsistent floral design on insole



## Gucci 2017 Brixton Horsebit Loafers



- Incorrect placement & style code format
- Debossed stamp logo is too deep
- Adhesive at sole.



**TRR FAKE**



**TRR FAKE**



**TRR FAKE**



# Golden Goose Superstar Low-Top Sneakers



**TRR FAKE**



**TRR FAKE**



**TRR FAKE**



- Pock marked insole, missing country of origin & size stamp at insole
- Visible foam at tongue
- Foil stamp at side as green-hue undertone



## Christian Louboutin Very Noeud Pumps

TRR FAKE



TRR FAKE

Insole color is too light, and interior foil stamp is too thin and green-hued.

TRR FAKE



Plastic film at outsole.



## Christian Louboutin Ponyhair Pumps

TRR FAKE



TRR FAKE



TRR FAKE



The counter lining is pockmarked, interior foil stamp is too shiny and has a greenish hue.



TRR FAKE



## Louis Vuitton Monogram Slide Sandals



TRR FAKE



This particular style was never created.



TRR FAKE



Incorrect brand font.



TRR FAKE

Font is too elongated, no style code or size is present.



TRR FAKE

# Copywriting Faux & Tell

Week of 12-31-2018/2019

A weekly recap of TRR published and returned  
counterfeits

# Ready-To-Wear

## Philipp Plein “Kenzo” T-Shirt



TRR FAKE



Hexagon shaped placard is incorrect; P's should not touch the inner line and the 7 and 8 should not be serified.



Brand tag appears to be older Philipp Plein; tags to right are examples of the correct vintage format.

Kenzo and Philipp Plein never collaborated on a collection.



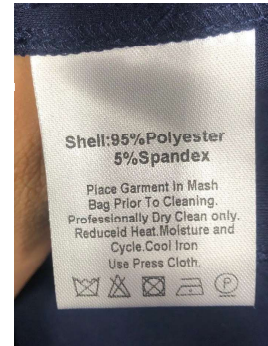
Inferior construction; crooked stitching, unfinished hems and loose threads.



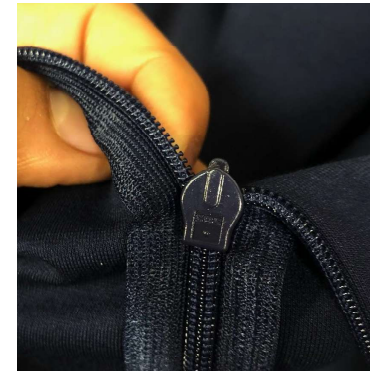
## Victoria, Victoria Beckham Dress



**TRR FAKE**



**TRR FAKE**



**TRR FAKE**

- Brand tag is incorrect, Victoria Victoria Beckham should never include a "By".
- Incorrectly formatted fabric tag.
- Cheap SBS zipper used.
- Sizing should be UK and numbered.

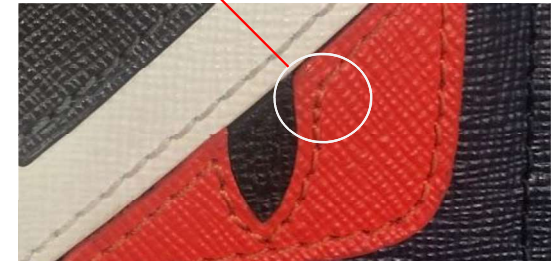
# Handbags

## Fendi Monster Card Holder

Crooked uneven stitches.

TRR FAKE

TRR FAKE



TRR FAKE



- Incorrectly formatted serial number, font should be serified.
- Incorrect fonts at leather brand tag.
- This particular colorway was never produced.

Spelling errors at RFID tag.



# Proenza Schouler Leather PS1 Clutch



- Incorrect screws used (should be flat head)
- Heavy debossed logo stamp at interior zipper & tab
- Incorrect shape of logo tab



**TRR FAKE**



**TRR FAKE**



**TRR FAKE**

# Shoes & Accessories

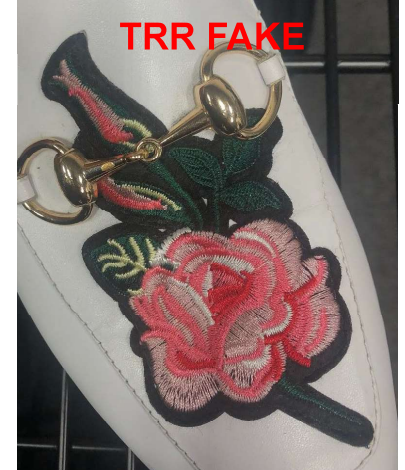
## Gucci Princetown Mules

TRR FAKE



TRR FAKE

- The counterfeit embroidery is not nearly as detailed and features a heavy black outline.
- Stitching at heart applique is crooked.
- Foiled brand stamp is too thin and green-hued.
- This colorway was never produced.



Foiled serial stamp is missing.



## Christian Louboutin Anemone Pumps



**TRR FAKE**



**TRR FAKE**



**TRR FAKE**



**TRR FAKE**



**TRR FAKE**

- Brand stamp has greenish tinge and is larger than what is consistent with Louboutin.
- Stitching and construction are poorly done.
- Sole is plastic instead of leather and branding is too large.
- Silhouette is incorrect - slope of shank is not curved; toe box is pointed at incorrect angle.

# Copywriting Faux & Tell

Week of 1/7/2019

A weekly recap of TRR published and returned  
counterfeits

# Handbags



## Loewe 2018 Mini Gate Bag



**TRR FAKE**



**REAL**



**TRR FAKE**



**REAL**



**TRR FAKE**



**REAL**

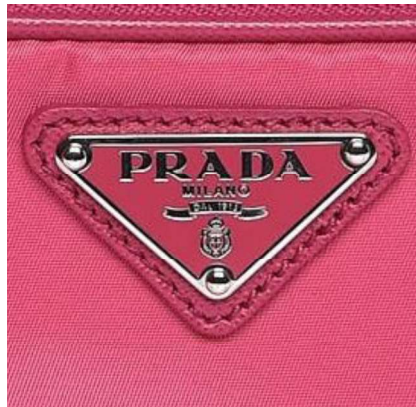
- Suede lining is lower quality than what is typically seen (higher nap).
- Logo is stamped very lightly.
- No country of origin or style information present.

## Prada Vela Tote



**TRR FAKE**

Font at front placard is incorrect. The placard is also stitched on crookedly at the leather base.



The counterfeit is missing the logo at the lining; is also too thin.

Made in tag is not correct texture or font.

Missing QA tab.



**TRR FAKE**





## YSL Monogram Chain Wallet

TRR FAKE



TRR FAKE



TRR FAKE



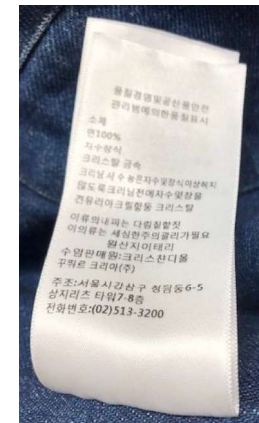
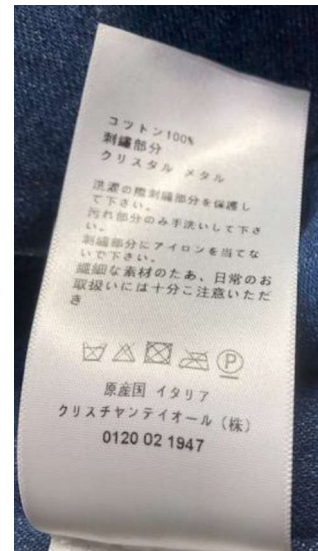
- Cartoonish incorrect font at zipper pull.
- Font on dust bag is blurry, appears to be painted on rather than printed.
- Fonts throughout bag are incorrect, particularly at interior flap and style code.
- Inferior textiles used and construction.



TRR FAKE

# Ready to Wear

# Christian Dior Denim Dress



Poor quality stitching;  
brand tag format and  
attachment; cut line  
visible on care tag.







**TRR FAKE**

# Dior Homme Sweater

The cut lines visible on the care tag; incorrect format on care tag (no Dior designation); printing on textured side of care tag; and the font on the brand tag, specifically the D is thick.



**TRR FAKE**



**TRR FAKE**



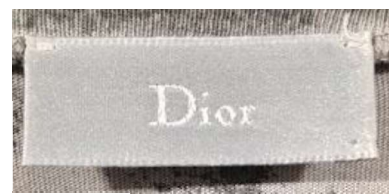
**TRR FAKE**



**TRR FAKE**



**TRR FAKE**



**REAL**



**TRR FAKE**



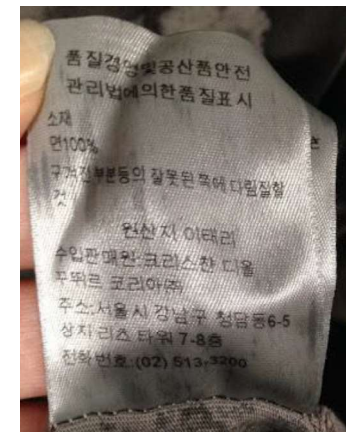
**REAL**



**REAL**



**REAL**



**REAL**



# Shoes & Accessories

## Rick Owens Moody Sockrunner Boots

Cap-toes on counterfeit are translucent; corners of the cap should be slightly rounded to fit the curvature of the toes.



TRR FAKE



TRR FAKE

- Font at outsole is incorrect, all letters should be clearly legible.
- Style code format is incorrect.
- Made in Italy should not be foiled; only embossed.
- Counter is missing a stitch.



## Rick Owens Ramones Shearling Boots

**TRR FAKE**



Counterfeit has sloppy uneven stitches.

Construction is poorly done.

Visible glue marks.



**TRR FAKE**



- Logo at sole is incorrect; each letter should be clearly legible.
- Numbers in style code are printed crookedly, and the "Made In" stamp is too deeply embossed.
- The lining of the shoe was not real shearling.
- Counterfeit was missing the logo patch at interior tongue.

**TRR FAKE**



**TRR FAKE**



## Maison Margiela Tabi Boots

Synthetic outsole is covered in a plastic film. Stamps are crooked and irregular.

Came packaged in cellophane bags.

Dust bags are a shiny polyester, they should be a light cotton-blend canvas.

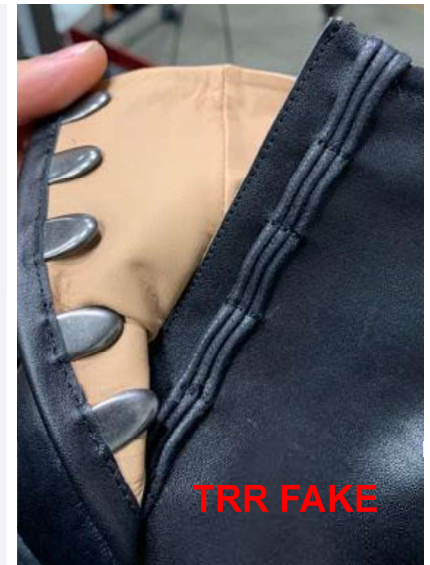


**TRR FAKE**

Poor construction and synthetic materials used throughout the boot.



**TRR FAKE**



**TRR FAKE**





## Fendi Bag Bug



**TRR FAKE**

Studs on logo hang tag are domed instead of conical; logo embossing is not clean; end of leather strap is squared off; poor quality stitching; country of origin is not present on strap.



**TRR FAKE**



**TRR FAKE**



**REAL**



**REAL**



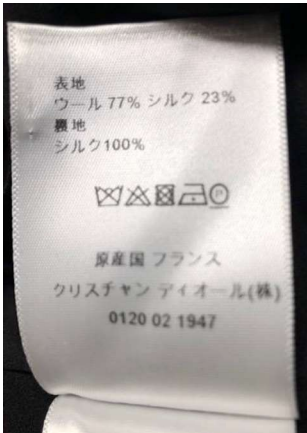
TRR FAKE



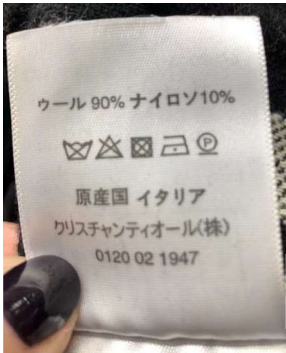
REAL



TRR FAKE



REAL



TRR FAKE



REAL



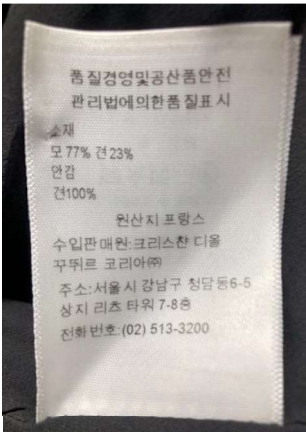
TRR FAKE



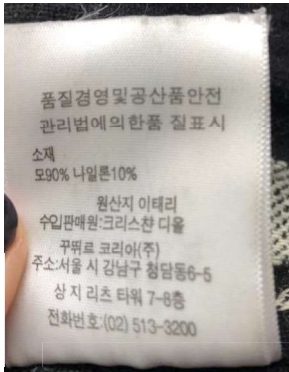
REAL



TRR FAKE



REAL



TRR FAKE

# Copywriting Faux & Tell

Week of 1/14/2019

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# Handbags



## Fendi Monster Eyes Card Holder

Correct style # font.

**TRR FAKE**



**TRR FAKE** Interior foil stamp for this particular style and textile should be blind stamped. Stamp is also not centered; excessive glue residue seen



**TRR FAKE** Inferior exterior foil stamp with incorrect fonts, particularly at the A in ROMA



# Ready to Wear

## Alice + Olivia Maxi Dress

**TRR FAKE**



Brand tag has been poorly attached; A+O tags should either be tacked down on each end, or nicely folded over as seen below.

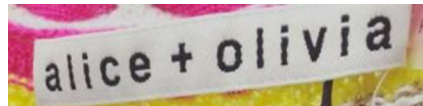


Poor construction throughout.

**TRR FAKE**



This dress is not consistent with the brand's aesthetic and design.



## Wool & Cashmere Balmain Coat (Men's)

### TRR FAKE

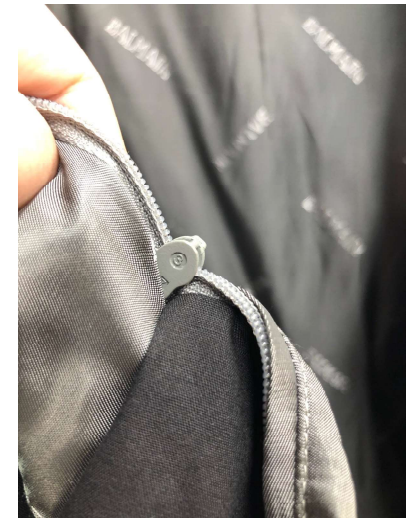
Unbranded buttons  
and overall textile  
feels inferior



**TRR FAKE** Incorrect brand  
tag, inferior lining, poor  
construction



**TRR FAKE** inferior  
unbranded zipper  
hardware



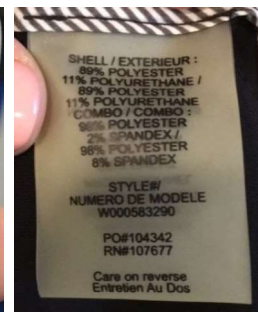
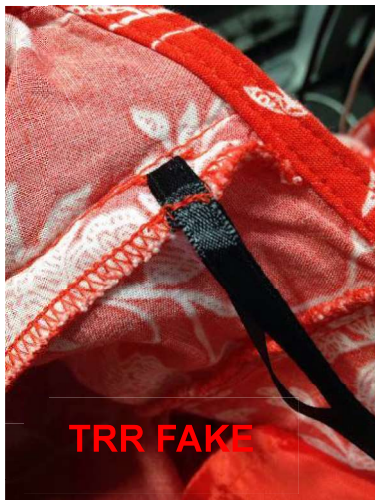
[\\*Quick link to Balmain RTW Authentication Tips\\*](#)



TRR FAKE

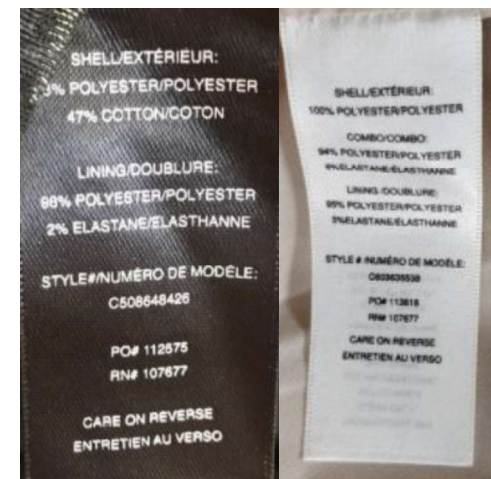
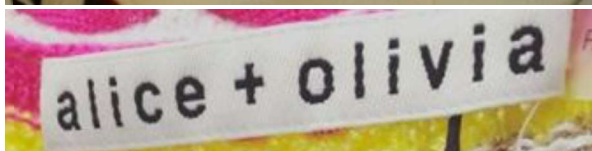


## Alice + Olivia Romper



Incorrectly formatted fabric tag; A+O garments should include an RN number of "107677", and resemble the authentic tags shown.

Brand tag has been poorly attached; A+O tags should either be tacked down on each end, or nicely folded over as seen to the right.



## Yves Saint Laurent T-Shirt (Men's)

Example of one correct version, fabric tag formats will vary for YSL, based on date of production.



**TRR FAKE** Overall aesthetic is not consistent with any era of Yves Saint Laurent past thru present



**TRR FAKE** care tags attached poorly with contrast stitching



**TRR FAKE** Inferior brand tag, poorly attached

[\\*Quick link to Saint Laurent RTW Authentication Tips\\*](#)

## Valentino Cashmere Sweater

TRR FAKE



TRR FAKE



Fabric tag is affiliated with a different fashion brand- Anteprima.

<https://en.anteprima.com/>

Anteprima and Valentino have never collaborated.

Brand tag was swapped out and replaced with Valentino tag.





## Louis Vuitton T-Shirt (Men's)



**TRR FAKE** Care tags are poorly attached with incorrect saturation and font type/color

**TRR FAKE** Garment overall feels inferior, not like cotton (contents stated 98% cotton)



## The Row Mini Skirt

Incorrect size tag and format;  
incorrect fabric tag.



Constructed from poor  
quality polyester, The  
Row is known for their  
high quality luxury  
fabrics.

Shorts lining has  
been torn apart.



Brand tag has been poorly attached with crooked, uneven  
stitches.

Authentic brand tags will be attached nicely folded over at  
the corners.

Size listed at brand tag is 4, while small paper tag lists a M.



## Givenchy Pencil Skirt

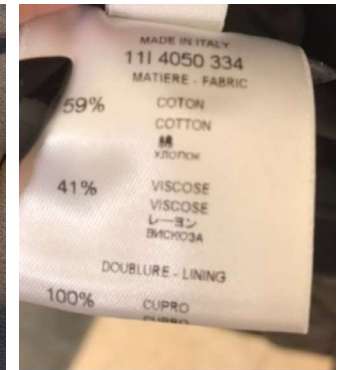
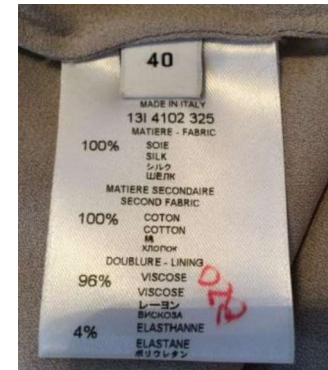
TRR FAKE



TRR FAKE



TRR FAKE



Skirt has a Giambattista Valli fabric tag with a Givenchy Brand tag. To the left is the correct Valli fabric tag format, which is comparable to the fabric tag found on this skirt.

Examples of authentic Givenchy fabric tags from this time period.

# Shoes & Accessories

# Copywriting Faux & Tell

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# Ready to Wear

## “Women’s” Maison Margiela Top

**TRR FAKE**



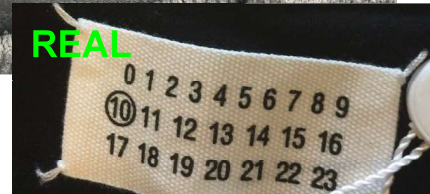
**TRR FAKE**



**TRR FAKE**

Inferior size tag used, non-brand compliant.

**REAL**



**TRR FAKE** Line 10 should be a men’s product - see more [here](#)



**TRR FAKE**



**TRR FAKE**

Incorrect country of origin.

TRR FAKE



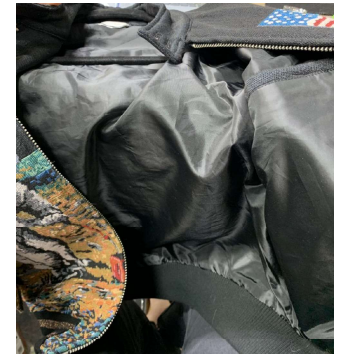
## Saint Laurent Bomber Jacket

TRR FAKE



TRR FAKE

TRR FAKE



Cheap lining and rough, unfinished feeling zipper.

Incorrect chain placement, chain is too thick.

Font is too thin and brand tag is poorly attached.

TRR FAKE





## Saint Laurent Jeans

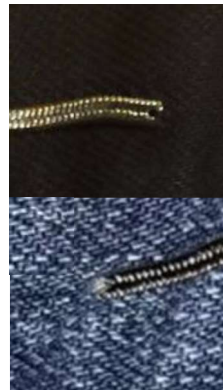
Back of zipper should be branded.

**TRR FAKE**



Chain should be nicely tacked down with same colored thread.

Fake was sold missing brand tag.



**TRR FAKE**

Poor stitching throughout. **TRR FAKE**



**TRR FAKE**

Incorrectly formatted fabric tag. The majority of SLP denim will be made in Japan or Italy.

**TRR FAKE**





# Dolce & Gabbana Bomber Jacket



Inferior marking on zipper.



Zipper should include etched  
Dolce & Gabbana branding



Incorrect size listed.  
Should use Italian sizing.



Poor stitching throughout &  
inferior fonts on brand tag.

## Christian Dior Shorts



- Inferior zipper brand used (zipper should be branded Lampo, Riri & YKK).
- Fonts on fabrication tag are too bold & tag is too shiny.

# Dolce & Gabbana Wool Sweater



Inconsistent embroidery pattern throughout.

WOOL KNIT  
\$4.195

Free Shipping and Returns

COLOR: BLACK

SIZE:

36	38	40	42	44
46	48	50		

If the desired size is not available, select the product to know when it will be back in stock.

ADD TO BAG

ADD TO WISHLIST

NEED HELP?

DESCRIPTION — CARE & DETAILS + SHIPPING & RETURNS +  
Garments in sophisticated fabrics and studied silhouettes, ideal for those special occasions.

Sweater embellished by gold lunex floral embroidery:

- Round neckline
- Long sleeves
- Oversized fit
- Ribbed edging
- No internal lining
- 5-gauge wool knit
- The garment measures 70 cm – 27.5 inches from the collar topstitching in size 40 IT
- Model is 175 cm – 68.9 inches tall and wears a size IT 40
- Made in Italy

Code: FK36TJAMN0N0000

Incorrect code

DESCRIPTION + CARE & DETAILS — SHIPPING & RETURNS +

Composition: 59% Virgin wool 28% Rayon 13% Nylon



Incorrect materials listed

[Look 17 from the Fall 2018 Collection](#)



TRR FAKE



# Burberry Archive Logo Sweatpants



Article # is incorrect; correlates to T-shirt shown below. Above tie caps are printed, the brand name should be engraved.



White cotton graphic print T-shirt from Burberry featuring a round neck, short sleeves, a slim fit, a graphic print and a printed logo to the rear. This item is true to fit.

Designer Style ID: 4049306  
Colour: BIANCO





TRR FAKE



# Burberry Archive Logo Sweatshirt



Fabric tag is missing Article # and Page # at top of tag.



Poor construction.

TRR FAKE



Sloppy embroidery, font is off.

TRR FAKE



TRR FAKE



Brand tag is missing the "Made in" Tab. Incorrect fonts and texture.



# Shoes & Accessories

## Miu Miu Sunglasses



Poor etching & incorrect fonts at lenses.



Incorrect style number sequence.

Mismatched hardware (silver tone nose pads)



## Christian Dior Belt

Made in Taiwan -  
should be Made  
in Italy or France



TRR FAKE



Unbranded hardware



TRR FAKE

Pockmarked backing of leather belt



TRR FAKE



## Christian Louboutin Pumps

TRR FAKE



Fake has pockmarked lining, should be smooth suede.

Incorrect interior fonts.

Matted plastic outsole with striations running through the brand stamp.



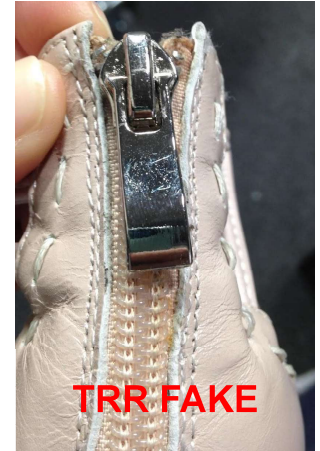
**TRR FAKE**

## Christian Louboutin Caged Sandals



**TRR FAKE**

Unbranded cheap zip; should be YKK zipper.  
Faux leather used.  
Outsole stamp is too thin, and too deeply embossed.  
The interior stamp is a green-hued gold.



**TRR FAKE**



**TRR FAKE**



# Handbags

## Mulberry Leather Crossbody



**TRR FAKE**

Font of serial number is incorrect, too large, and deeply embossed



**TRR FAKE**



Interior branding is stamped on a rectangular instead of oval tab. Branding is blindly stamped instead of foil stamped.



**TRR FAKE**

Lining is shiny and synthetic.





## Mulberry Daria Hobo

TRR FAKE



Heavy brushstrokes on hardware/ hardware is glazed, incorrect fonts, heavy-handed foil stamp, hardware colors are mixed.

TRR FAKE



SC Find



TRR FAKE

Tree cutout should always be precise and clean.

Poor construction throughout.

# Copywriting Faux & Tell

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# Ready-To-Wear

## Rick Owens Drkshdw Shorts



**TRR FAKE**

Darkshadow branding on care/fabric/size tag and main line Rick Owens branding at interior brand tag.



**AUTHENTIC**



**TRR FAKE**

Interior care/fabric/size tag format is incorrect including font sizing and layout



**AUTHENTIC**



**TRR FAKE**

Unbranded zippers are used in the faux piece.



## Fendi Logo Striped Jeans

**TRR FAKE**



Ends of letters should be rounded, instead of so sharply cut.



**TRR FAKE**



Authentic piece always starts with vertical "FF" under the pocket, opposed to horizontally oriented.



**TRR FAKE**

Letters are stamped crookedly at button, zipper is overly shiny and glazed.

**TRR FAKE**

## Fendi Tired Eyes Windbreaker



**TRR FAKE**



**TRR FAKE**

Unbranded back of zips. Should have Fendi branding.

Incorrect coloration, font and crooked stitching at brand tag.



**TRR FAKE**



F is not visible. ←

**TRR FAKE**

Eye applique on authentic piece is more detailed and cleanly cut.



**TRR FAKE**



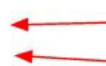
## Saint Laurent Baja Knit Cardigan



**TRR FAKE**

Poor construction, remnants of fabric tag are incorrect fabrication.

Pattern is incorrect: Fake is rectangular and sharp, the pattern should be curved and undulating as seen on shot from YSL website.



**TRR FAKE**



## Jacquemus La Bomba Applique Top

TRR FAKE



TRR FAKE



Jacquemus brand tags will always be cleanly tacked down at the corners, opposed to a running vertical stitch down each side.

TRR FAKE



Detail at applique patches are not nearly as detailed as they should be.

TRR FAKE



Incorrect font.

Woven pieces will always be numbered sizing.



TRR FAKE





# Handbags

## Valentino Rockstud Heart Shoulder Bag



**TRR FAKE**

Variances in stitch width and clarity of font on interior brand tag.



**AUTHENTIC**



**TRR FAKE**



**AUTHENTIC**



**TRR FAKE**

Different curvature at the top of heart shape; contrast between stitch color and leather color.

Shape of pointed tip of turnlock closure.

## Valentino Candystud Top Handle Bag



**TRR FAKE**

- Incorrect placement of studs.
- Heavily debossed stamp at exterior back pocket.
- Shiny hardware



**TRR FAKE**

**AUTHENTIC**



**TRR FAKE**

**AUTHENTIC**

## Valentino Rockstud Spike Tote



**TRR FAKE**

-Branding on snap -  
authentic should not have  
any numbers



**AUTHENTIC**

-Interior brand tag font, fabric, stitching



**TRR FAKE**



**TRR FAKE**



**TRR FAKE**

-Screws on  
backside of brand  
plaque should be  
flat-head, not  
Philips head.



## Valentino Candystud Shoulder Bag

Variances in weight & thickness of foil stamp



AUTHENTIC



TRR FAKE



TRR FAKE

Absence of style/serial number tab in fake item.



AUTHENTIC



TRR FAKE

Thickness/puffiness of leather and weight of logo stamp



AUTHENTIC

## Bottega Veneta Roma Tote



**TRR FAKE**

- Bottega Veneta typically uses Riri zippers
- Poorly soldered hardware



**TRR FAKE**



**TRR FAKE**

- Interior brand stamp is thin and sub-par.



**TRR FAKE**



**AUTHENTIC**

- No authenticity/style number tag included



**AUTHENTIC**



**AUTHENTIC**

# Accessories

**TRR FAKE**



## Gucci Logo Belt

According to style number, the belt should be Guccissima.

Font at buckle is not finished cleanly.

Belt is unfinished leather at interior.



**TRR FAKE**



**TRR FAKE**



**TRR FAKE**





# Copywriting Faux & Tell

Week of 2/4/2019

A weekly recap of TRR published and returned  
counterfeits

# Accessories

## Moncler Beanie

- Fabrication tag booklet with crest and QR code at front
- Brand tag attached with hidden stitch
- Hang tag attached by fabric tie



**AUTHENTIC**



**TRR FAKE**

Note placement and spacing of letter, specifically the letter 'R'



**AUTHENTIC**



**TRR FAKE**

- Format of fabrication tag is incorrect
- Brand tag attachment (crooked stitching)
- Hang tag attachment (thin string)

## Moncler Scarf



**AUTHENTIC**



**AUTHENTIC**



**AUTHENTIC**



**TRR FAKE**



**TRR FAKE**



**TRR FAKE**

- Brand tag format and attachment
- Fabric contents tag is not present



# Ready-To-Wear

**TRR FAKE**



## Thom Browne Cardigan



- Incorrect font at tags; should appear to be more pixelated.
- Tags on counterfeit are stitched down, should be neatly tacked down in all four corners.
- This particular style should be produced in the U.K. or Italy, not Japan.

## McQ Embroidered Harness Button-Up



Discrepancies in shades of white at hang tags.



Font at brand tag is incorrect, too elongated.

Style # is incorrect.

Poorly done embroidery.

Cheap quality throughout.



TRR FAKE



## Zimmermann Iris Smocked Maxi Dress

TRR FAKE



Crochet trim is not as detailed, stitches should be smaller, fabric has a much tighter weave on authentic dress.

TRR FAKE



TRR FAKE



Placement of size tab is incorrect, textile of tag is too shiny.

TRR FAKE



Zimmermann garments NEVER list an RN number, this particular RN number corresponds to all brands under the Anthropologie umbrella.

Tag is missing "Designed in Australia"



MADE IN CHINA  
DESIGNED IN AUSTRALIA



## Zimmermann Mischief Ladder Dress



**TRR FAKE**  
Missing lining fabrication;  
Zimmermann logo is crooked.

Dress should have detachable lining with spaghetti straps and a V-neck. Counterfeit has lining sewn into the dress.



- 100% silk; lining: 90% polyester, 10% elastane



Incorrect fonts at brand tag; incorrect placement of size tag; faux tag is too thin, the underside of the stitching is visible.



Counterfeit is missing trim throughout bodice.

## Zimmermann Corsair Playsuit



TRR FAKE



- Counterfeit is missing pockets.
- Misspellings and incorrect fonts at tags.
- Overall poor quality throughout.

TRR FAKE



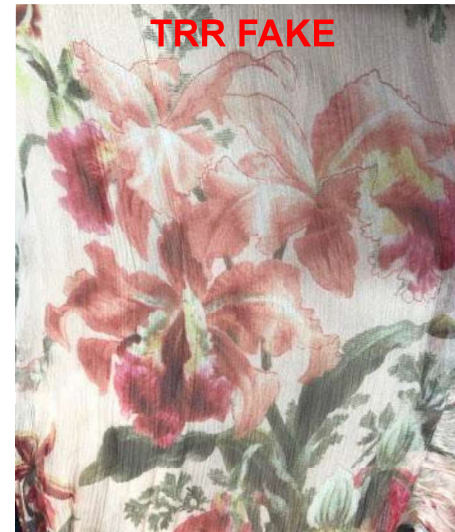
TRR FAKE





# Zimmermann Mercer Jumpsuit

**TRR FAKE**



Poor print quality;  
incorrect fonts at tags;  
poor quality hardware  
and construction.



**TRR FAKE**



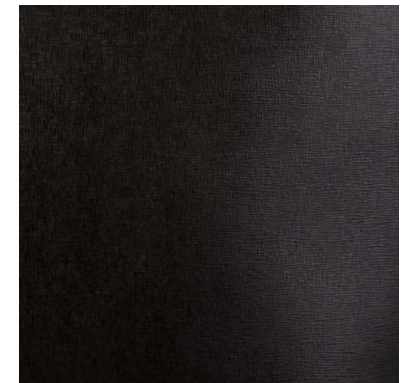
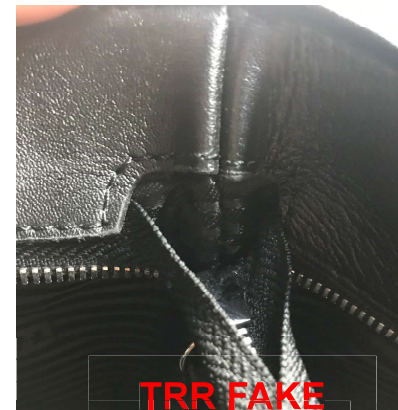
**TRR FAKE**



# Handbags



## Fendi Medium Roll Tote



- Inferior leather used
- Incorrect color embellishment & placement
- Inferior leather patch at interior
- Missing style code

TRR FAKE

## Saint Laurent College Satchel



- Incorrect brand fonts (too thin and incorrectly serified.)
- Markings and Phillips head screw on snap.
- Style code is barely visible and not the correct font.



TRR FAKE

## Bvlgari Serpenti Scaglie Studs Bag



**AUTHENTIC**



**TRR FAKE**

-Differences in pattern on serpent head

-Number of leather panels on flap

-A quick search shows our fake is a hybrid between the 2 styles offered in SS16



**AUTHENTIC**



**AUTHENTIC**

# Copywriting Faux & Tell

Week of 2/11 and 2/18/2019

A weekly recap of TRR published and returned  
counterfeits



# Ready-To-Wear

## Givenchy Logo Stripe Joggers



**AUTHENTIC**



**TRR FAKE**

-Inconsistent design - TRR pants have open pockets, genuine Givenchy have zip pockets

-Quality of materials and construction is poor on the faux version, especially stitching.



**AUTHENTIC**

Interior fabrication tag has wrong format and the feel of the tag is too silky and shiny.



**TRR FAKE**



**TRR FAKE**

# Dolce & Gabbana Blouse



**AUTHENTIC**



**TRR FAKE**



**TRR FAKE**



**AUTHENTIC**



**TRR FAKE**



**AUTHENTIC**



**TRR FAKE**

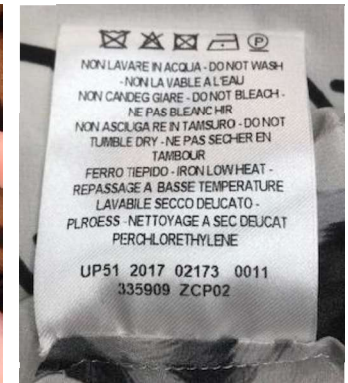
-Brand tag font and attachment  
(Placement of L, C, A, &)

-Overall design variations of pattern

-Size format and format of fabric content tag



**AUTHENTIC**



**TRR FAKE**

# Philipp Plein Hoodie



- Fabrication tag does not include patchwork material.
- Incorrect fonts at fabrication tag.

Fonts at border are overly spaced & too short.



TRR FAKE



TRR FAKE



AUTHENTIC



TRR FAKE



AUTHENTIC



## Valentino Lace Gown



**AUTHENTIC**



Incorrect brand tag **TRR FAKE**  
material, fonts are  
too bold & tag is too  
small for silhouette.



**AUTHENTIC**



**TRR FAKE**

Incorrect  
zipper used.  
Authentic  
Valentino RTW  
will have lux  
zippers such  
as YKK.

## Yohji Yamamoto Pour Homme Jacket



**TRR FAKE**



**TRR FAKE**



**AUTHENTIC**



**TRR FAKE**

- inconsistent fonts at brand and fabric content tag;
- lining is shiny and uncharacteristic of the brand;
- poor stitching and construction

## Fear Of God 2014 Plaid Casual Shirt



**AUTHENTIC**



**TRR FAKE**



**TRR FAKE**

- Inconsistent font at brand tag
- Hardware should be shiny, not matte
- Font at interior brand tag



**AUTHENTIC**



**TRR FAKE**



**TRR FAKE**



**TRR FAKE**



## Celine T-Shirt



**TRR FAKE**

- inferior fonts;
- incorrect brand tag;
- care tags overly saturated;
- garment does not fit aesthetic of the brand



**AUTHENTIC**



**TRR FAKE**



**TRR FAKE**



**AUTHENTIC**



**TRR FAKE**



# Accessories

TRR FAKE



## Jimmy Choo Flats

TRR FAKE



Misspelling at outsole- "Jimmy Ghoo"



Jimmy Choo has never used a yellow box.



TRR FAKE



Incorrect font at interior label; poorly cut insole.

## Valentino Scarf



**AUTHENTIC**



**AUTHENTIC**



**AUTHENTIC**



**AUTHENTIC**



**TRR FAKE**



**TRR FAKE**

Material does not feel like silk; brand tag is inconsistent in color, information typically seen on Valentino; incorrect country of origin

## Saint Laurent Opyum Pumps



**TRR FAKE**



**AUTHENTIC**



**TRR FAKE**



**AUTHENTIC**



**TRR FAKE**

Foil stamp font & color;

Inferior construction  
and stitching;

Poor quality logo  
embossing on soles.



## Christian Louboutin Pumps



**TRR FAKE**



**TRR FAKE**



**TRR FAKE**

- Poor quality leather insoles and construction
- Shiny rubber soles with very light logo stamping
- Inferior stitching at side seams
- Greenish tinge to interior foil stamping

## Hermes H Buckle Loafers

TRR FAKE



TRR FAKE

Incorrect font at insole, H buckle is made of cheap plastic, crooked details at outsole.



TRR FAKE



TRR FAKE



TRR FAKE

Seam is off center, Hermes logo is missing accent.

# Handbags

## Fendi Beaded Peekaboo Bag

TRR FAKE



Removable is misspelled.



Factory code should use "-" instead of "/".



TRR FAKE



Serial hologram is sewn into lining.



## Saint Laurent Cassandre Clutch

TRR FAKE



TRR FAKE



Incorrect font;  
too thin and has  
a greenish-gold  
hue.

Incorrect font at serial tab; incorrect  
style number for this bag.

TRR FAKE



TRR FAKE



Inferior feeling leather, poor quality lining.



# Copywriting Faux & Tell

Week of 2/25/19 and 3/4/19

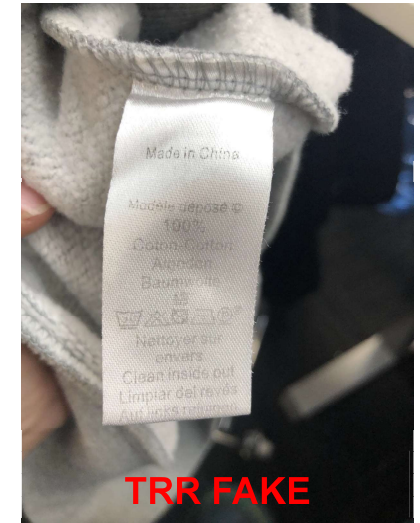
A weekly recap of TRR published and returned  
counterfeits

# Ready-To-Wear

# Kenzo Sweater



- Brand tag should be folded back instead of stitched at the sides
- Inferior care tags
- Made In China





## Comme des Garçons Play Striped Logo Sweater



- Inferior size tags
- Inferior brand tags with poor stitching
- Incorrect fonts at care tags.

## Saint Laurent Silk Star Print Top



TRR FAKE



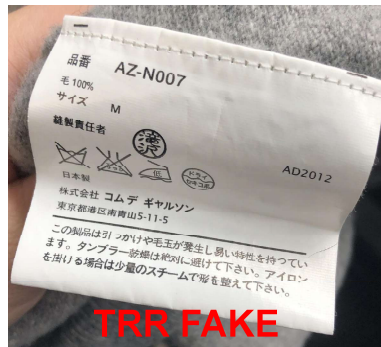
TRR FAKE



- Garment's textile hand is rough and inferior
- Brand tag is placed incorrectly (at collar)
- Care tags hand is incorrect with pixelated text & crooked cut line



# Comme des Garçons Play Wool Intarsia Cardigan



Inferior size tags fabrication and font; inferior brand tag with inconsistent attachment, incorrect fonts and format at care tags

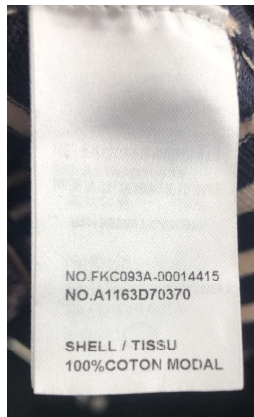
## Thom Browne Stripe Knit Top



**TRR FAKE**



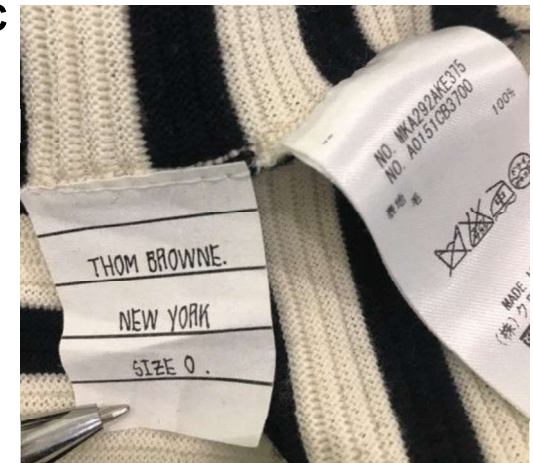
**TRR FAKE**



**TRR FAKE**



**AUTHENTIC**

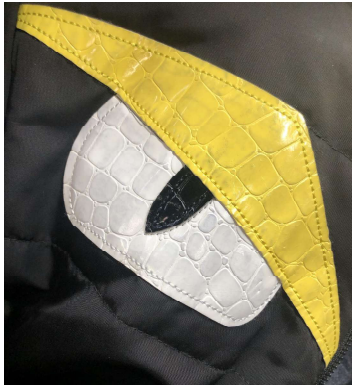


**AUTHENTIC**

- Size tag has incorrect format (Size 'S' listed on Fake, while Size 0 listed on Authentic)
- Care tags have a cut line present at the bottom of the tag.



# Fendi Casual Bomber Jacket



**TRR FAKE**

inferior appliqués with poorly embossed textile;  
poor stitching at brand tag, brand tag for this  
type of garment is too small;



**TRR FAKE**



**AUTHENTIC**

unbranded zipper hardware with incorrect enamel  
details;



**TRR FAKE**



**AUTHENTIC**

shiny/thin fabric tags with inferior fonts;  
style number pulls up for a polo shirt;  
contents states garment is 100% cotton but is  
a "nylon" bomber

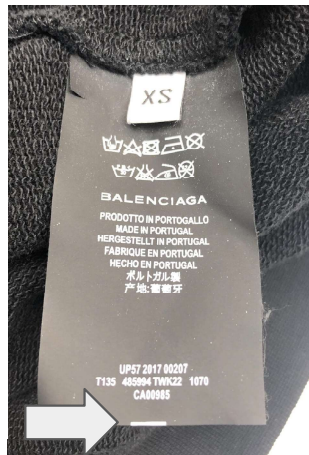


**TRR FAKE**





# Balenciaga 2017 Worldwide Homme Sweater



**TRR FAKE**



**AUTHENTIC**



**TRR FAKE**



**AUTHENTIC**



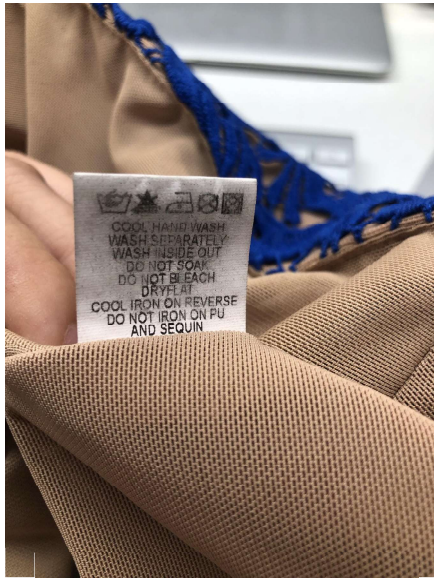
**TRR FAKE**



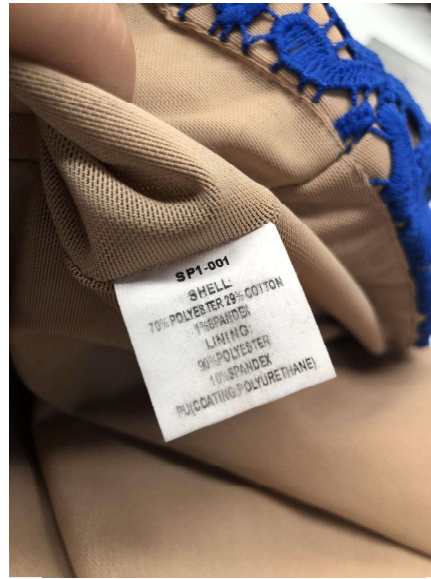
**AUTHENTIC**

inferior brand tag; thick care tags with incorrect bold fonts; care tags have a cut line present; inferior logo embroidery with incorrect placement, specifically the letter 'O' in Tokyo

## Self-Portrait Guipure Lace Mini Dress



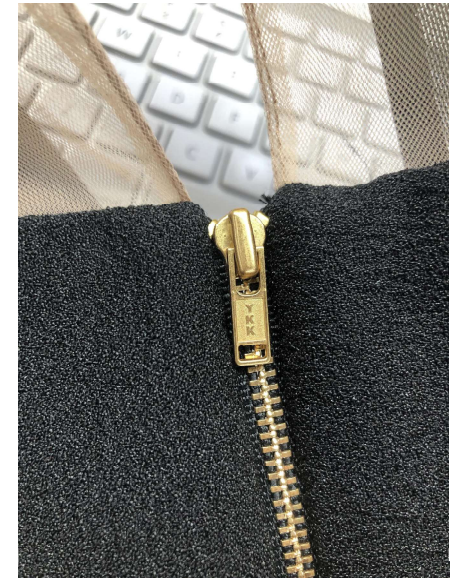
**TRR FAKE**



**TRR FAKE**



**TRR FAKE**



**TRR FAKE**

Inferior care tags, inferior zipper hardware throughout with incorrect tone. One zipper has a brushed finish with orange undertones and the other is too shiny and textured with overly yellow undertones.

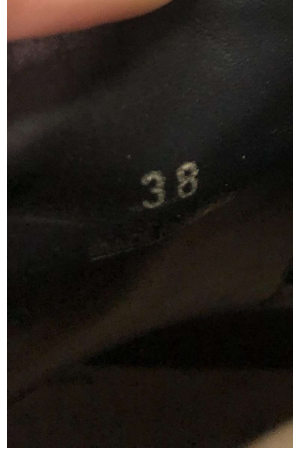


# Accessories

## Prada Brogue Platform Oxfords



**TRR FAKE**



**TRR FAKE**



**TRR FAKE**



- Incorrect size stamp font
- Inferior/sloppy country of origin stamp
- Both size and country of origin stamp should be located at the reverse of the tongue
- Interior logo stamp too large

# Handbags

## Fendi Mini Pyramid Studded Backpack



**TRR FAKE**



**AUTHENTIC**



**AUTHENTIC**

- Font of both exterior and interior brand foil stamps is incorrect.
- Font of style number foil stamp is incorrect
- Colorway of pyramid studs are inconsistent



**TRR FAKE**



**AUTHENTIC**



**TRR FAKE**



**AUTHENTIC**



**TRR FAKE**



**AUTHENTIC**



## Chloe Nile Bracelet Bag



**AUTHENTIC**



**AUTHENTIC**

-Crooked, inconsistent stitching on underside of flap

**TRR FAKE**



**AUTHENTIC**

-Logo blind stamp placement on front flap is off center vertically (Note excess space below stamp)



**TRR FAKE**



**AUTHENTIC**

-Style/serial number is incorrect format and font (blank spaces instead of dots/hyphens between numbers; incorrect color leather tab)



**TRR FAKE**

# Michael Kors Leather Sloan Crossbody Bag



**TRR FAKE**



**TRR FAKE**



**TRR FAKE**

shiny hardware and phillips head screws used; interior brand stamp is incorrect (font too thin and lightly stamped); 'patented' snap used



**AUTHENTIC**

## Fendi Kan I Swirl Shoulder Bag



**TRR FAKE**



**AUTHENTIC**



**TRR FAKE**

hardware is shiny and lightweight



**TRR FAKE**



**AUTHENTIC**



**TRR FAKE**



**AUTHENTIC**

incorrect font of interior and exterior brand foil stamp and country of origin;  
incorrect style number;

# Copywriting Faux & Tell

Week of 3-11-2019

A weekly recap of TRR published and returned  
counterfeits



# Handbags

## Bottega Veneta Intrecciato Veneta Hobo



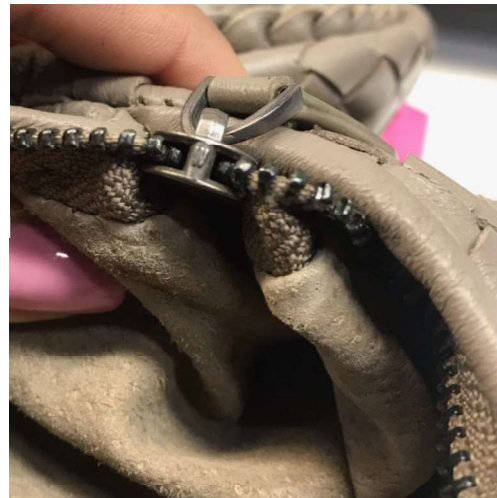
**TRR FAKE**



**AUTHENTIC**



- Fonts at interior are too bold, brand tag is too thick, incorrect shaped rivets.
- Unbranded zipper
- Missing tyvek tag at interior pocket



**TRR FAKE**



**AUTHENTIC**

# Valentino Rockstud Spike Medium Logo Bag



**AUTHENTIC**

Dust bag should be light beige twill with a red brand tag and correct fonts, instead of inferior red brushed cotton dust bag with a faux brand tag featuring inferior fonts



**TRR FAKE**



**AUTHENTIC**

VLTN font is pixelated and lacks correct white saturation/hue



**TRR FAKE**



**AUTHENTIC**

Loose hang tag has inferior saturation (should read more of a red/orange than a blue/red) and scale of style number/content is too small compared to authentic



**TRR FAKE**

Pyramid studs are slightly crooked



**TRR FAKE**



# Burberry Logo Leather-Trimmed Backpack



**TRR FAKE**



**AUTHENTIC**

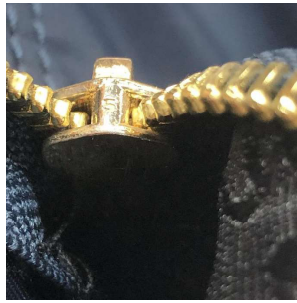
Sloppy foil stamp at interior brand tag



**TRR FAKE**

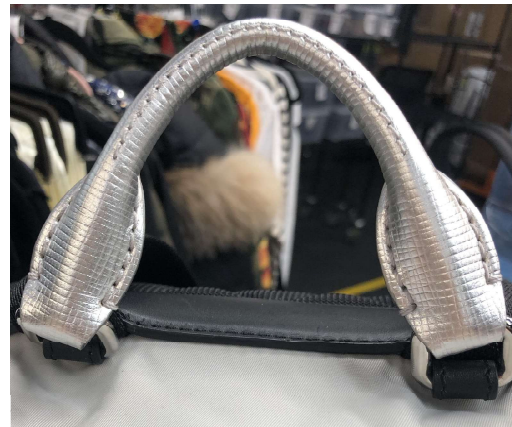


**AUTHENTIC**



**TRR FAKE**

Inferior and incorrectly branded hardware used throughout



**AUTHENTIC**

The shape and construction of the handle is incorrect compared to authentic



**TRR FAKE**



## Balenciaga Small Cable Shopper



- Strong chemical odor
- Missing style number, color code, & season code at interior pocket wall
- Incorrectly shaped hardware + hardware is too shiny



**TRR FAKE**



**AUTHENTIC**



**TRR FAKE**



**TRR FAKE**



**AUTHENTIC**



**AUTHENTIC**

## Marni Bicolor Trunk Bag



- Incorrect shape & font on brand tag
- Incorrect spacing at 'Made In Italy'
- Inferior shape of closure & heavily debossed logo



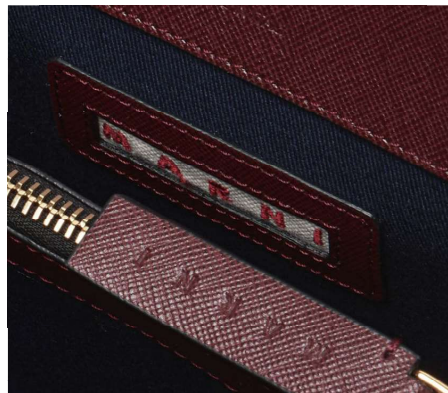
**TRR FAKE**



**TRR FAKE**



**TRR FAKE**



**AUTHENTIC**



**AUTHENTIC**



**AUTHENTIC**

# Accessories



## Manolo Blahnik Hangisi Flats



**TRR FAKE**

**AUTHENTIC**



**TRR FAKE**



**AUTHENTIC**

- Incorrect shape of crystal buckle
- Incorrect fonts at sole & insole
- Adhesive at sole



**TRR FAKE**



## Jimmy Choo x Off-White Jane Sandals

TRR FAKE



TRR FAKE



Incorrect font; lining of leather at insole is cut crookedly and should not extend into ball of foot- as seen to right.

TRR FAKE



TRR FAKE



Sole has plastic coating, should be smooth leather.



TRR FAKE

# Ready-To-Wear

# Acne Studios Wool Sweater



- Incorrect markings at brand tag
- Fonts are too bold
- Improper shape of brand tag

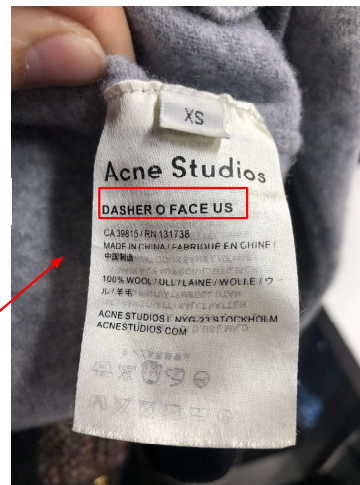


**TRR FAKE**

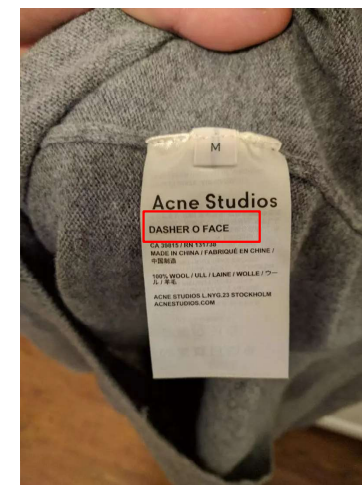


**AUTHENTIC**

- Thin & shiny fabrication tags
- Incorrect fonts & sweater name



**TRR FAKE**



**AUTHENTIC**

## Chloé Silk Plissé Dress



**TRR FAKE**



**TRR FAKE**



**AUTHENTIC**



**AUTHENTIC**



**AUTHENTIC**



**TRR FAKE**

- Brand tag and fabric tags attached poorly
- Fabric tags have an inferior hand
- Style number states garment is from Fall/Winter 2019 but the silhouette and construction are non brand compliant to current season.



TRR FAKE

## Loro Piana Jacket

Cheap unbranded hardware.



Multiple brands incorporate Loro Piana textiles into their designs, the tags should resemble the two authentic examples above.



RN# corresponds to the brand "Orvis"



Cheap unbranded hardware.